



KYW-TV

March 26, 2008

Joanne Calabria  
CBS 3  
101 S. Independence Mall East  
Philadelphia, PA 19106

Dear Joanne:

On behalf of MANNA and the clients we serve, we would like to thank you for your support and dedication to a successful 16<sup>th</sup> anniversary performance of *Shut Up & Dance*. Every year, we are inspired by those who join us in providing care and hope to our neighbors. This year's benefit raised \$130,000 to help MANNA provide 40,000 meals each month for people with HIV/AIDS, cancer and other life-threatening illnesses.

Joanne, thank you and CBS 3 for your ongoing support of MANNA as a media sponsor of *Shut Up & Dance*. MANNA is truly an organization of neighbors helping neighbors with compassion and love. Through each beautiful and moving performance, *Shut Up & Dance* is unique in reaching out and touching the lives of so many different people. We hope that through *Shut Up & Dance*, we are nourishing both the body and the soul.

We could never have done it without you! For this, we offer our deepest thanks.

All the Best,

Robert L. Saxon, Jr  
Events Manager, MANNA

PO Box 30181

Philadelphia, PA 19103

Phone 215.496.2662

Fax 215.496.1349

[mannapa.org](http://mannapa.org)

The official registration and financial information of MANNA may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania 1.800.932.0999. Registration does not imply endorsement.

October 16, 2007

Michael Colleran  
President and General Manager  
CBS 3/The CW Philly 57  
1555 Hamilton Street  
Philadelphia, PA 19130

File  
cc: Jane Calhoun  
TX

Dear Michael,

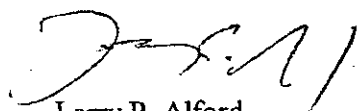
Thank you for making Temple University Libraries Urban Archives the new home to 25,000 reels of CBS 3 news footage. The generosity of CBS 3 means so much to us at Temple University Libraries; as well as the innumerable scholars and students who can now take advantage of this resource.

Temple University Libraries is honored that CBS 3 selected Urban Archives to house this historical gift. The Urban Archives is the single-most comprehensive archive documenting the twentieth century of Philadelphia. Now, the CBS 3 newsreel collection is preserved alongside our *Philadelphia Evening Bulletin* Collection; I believe the two are perfect complements.

When *The Philadelphia Evening Bulletin* closed its doors in 1982, the Urban Archives acquired its entire library of 500,000 news clipping envelopes and 5 million photographs. The photos and clippings date to the late 1800s, though they focus on the twentieth century. Now CBS 3's gift fills the gap of the past 30 years of Philadelphia history—opening up the universe of the rapidly changing twenty-first century world, from the Civil Rights Movement to 9/11 and beyond.

Thank you again for choosing Temple University Libraries Urban Archives as the recipient of three decades of Philadelphia history as captured by CBS 3.

Sincerely,

  
Larry P. Alford  
Dean of University Libraries

Thanks so much for the  
gift of the tapes to Temple  
and for helping us create such  
a wonderful event. Your  
decision to place the tapes at  
Temple will make a difference  
to generations of students and  
scholars. It was great getting  
to know you and working  
with you.  
Best,  
Larry



**Big Brothers Big Sisters**  
**Southeastern Pennsylvania**

May 19, 2006

Mr. Michael Colleran  
KYW-TV & WPSG UPN 57  
101 South Independence Mall East  
Philadelphia, PA 19106

123 South Broad Street  
Suite 2180  
Philadelphia, PA 19109

T 215 790 9200  
F 215 7901465  
[www.bbbssepa.org](http://www.bbbssepa.org)

*Joanne - Rachel have  
Shelley : been wonderful to work  
with. Thank You!  
Alyssa*  
KYW-TV/  
WPSG-TV

Dear Michael:

On behalf of Big Brothers Big Sisters Southeastern Pennsylvania and the 2,611 children we served last year, **thank you** for being part of Bowl for Kids' Sake 2006! Thanks to the nearly 900 people who participated in the month-long campaign, over \$100,000 has been raised to make more matches and help children realize their fullest potential.

We are so grateful to KYW-TV & WPSG UPN 57 for your generous support of Bowl for Kids' Sake. The support of both stations through the "Philly Matters" segment, interview on the Saturday morning show, on-air billboards, celebrity appearances and web presence was seemingly endless, making a huge impact on the event's success. Thank you for taking this opportunity to support Big Brothers Big Sisters Southeastern PA.

While Bowl for Kids Sake is definitely about having fun, it is also about making a difference in the lives of children. Your support enables BBBS SEPA to continue our critical work serving at-risk youth in Philadelphia, Chester and Delaware counties. A relationship with a Big Brother or Big Sister is proven to help a child achieve better grades, stay in school, stay off drugs and alcohol, and prevent violent behavior. *Talk about a return on your investment!*

Because of your Bowl for Kids' Sake efforts, another 100 children will smile a bit brighter when their Big walks into the room. I encourage you to be part of the Big Brothers Big Sisters magic throughout the year, in any number of ways. To that end, enclosed please find a copy of **one2one**, the BBBS SEPA newsletter. I am more than happy to discuss additional ways to increase involvement among your organization and/or employees.

Once again, thank you for supporting Big Brothers Big Sisters Southeastern PA, allowing us to make more matches and help thousands of children realize their fullest potential! I encourage you to visit our website for program information and the latest news on our work: [www.bbbssepa.org](http://www.bbbssepa.org).

With Sincere Appreciation,

Alyssa Cherkin  
Director, Corporate Partnerships

Cc: Joanne Calabria, Shelley Hoffman, Rachel Ferguson



KYW-TV / WPSG-TV

December 18, 2006

Joanne Calabria  
Director of Communications  
KYW-TV3  
101 S Independence Mall East  
Philadelphia, PA 19106

Dear Joanne,

Thank you so much for participating in our Pie in the Sky fundraiser this year. Your support makes it possible for us to deliver a bountiful Thanksgiving dinner for four to our clients during the holidays and continue to deliver more than 1,800 meals a day. With your help, we sold more than 9,750 pies - but the mail keeps coming in, so there may be hundreds more by the time this reaches you!

Thanks to all of the generous additional donations, which included an entry in the raffle for US Airways tickets, we raised an extra \$31,493 this year and brought the total income to \$273,727. The apple pie was our top seller, reaching a total of 2,585 pies, followed closely by the "Strike it Rich" pie at 2,314.

We greatly appreciate all of your help in promoting Pie in the Sky on CBS3 and KYW Newsradio, and for arranging an appearance on CBS3 at noon. We received many orders from the exposure your stations provided. We sincerely appreciate your continuing support of MANNA's mission to deliver nourishment to people in our community living with life-threatening illnesses. This has been a significant year for MANNA, as it marked the beginning of our expanded mission to serve clients living with cancer, diabetes, and other illnesses in addition to those living with HIV/AIDS.

We hope you enjoyed being a part of Pie in the Sky as much as we did and we look forward to working with you next year. As always, we will continue to try to make next year's event better and your input and comments are always welcome. If you have any questions or suggestions, please contact Rob Saxon, Events Manager, at 215-496-2662 x. 138 or rsaxon@manna.org. We have a busy spring ahead of us, so don't forget to visit our website calendar at [www.manna.org](http://www.manna.org) to find out what's coming up at MANNA.

Wishing you a happy and healthy New Year from everyone here at MANNA!

Best regards,

Meg Rider  
Assistant Director of  
Development

Rob Saxon  
Events Manager

Michael (KT) Kassler-Taub  
Events Manager

PO Box 30181

Philadelphia, PA 19103

Phone 215.496.MANNA

Fax 215.496.1349

[manna.org](http://manna.org)

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KYW-TV

Ms. Joanne Calabria  
CBS 3  
101 S. Independence Mall East  
Philadelphia, PA 19106

January 25, 2007

Dear Joanne,

Thank you for your support of The Lemon Ball, our inaugural Philadelphia gala. The evening was filled with meaning for us as we honored our daughter's legacy and paid tribute to Billy King for his long standing support of Alex's Lemonade Stand.

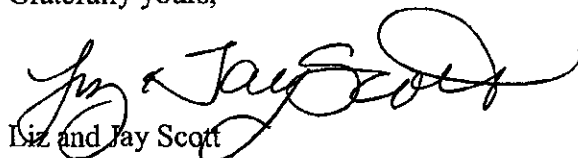
We were overwhelmed and honored to be surrounded by so many supporters of Alex's Lemonade Stand Foundation, both old and new. From the members of our Youth Advisory Board greeting guests to the hardworking volunteers who made the night possible to the generosity of sponsors and donors, the night was filled with an incredible feeling of good will and working together for a common cause. What a moving display of generosity and support!

We are thrilled to report that this event raised \$475,000 for childhood cancer research – a remarkable success for our first year. This money will be used to work towards fulfilling Alex's simple vision of a cure for *all* children with cancer.

Never could we have imagined that Alex's simple idea would have such a profound influence on the lives of others. Words cannot express the pride and gratitude we feel. Were it not for the generosity of supporters like you, continuing Alex's vision of a cure for childhood cancer would not be possible.

On behalf of the Gala Committee, the Alex's Lemonade Stand Foundation staff and Board of Directors, and children with cancer, we thank you for being a part of The Lemon Ball 2007.

Gratefully yours,



Liz and Jay Scott

P.S. We welcome your feedback about The Lemon Ball. Feel free to call our office at 610-649-3034 or email [liz@alexslemonade.com](mailto:liz@alexslemonade.com)

Alex's Lemonade Stand  
333 E. Lancaster Avenue, #414  
Wynnewood, PA 19096

phone 610-649-3034  
toll free 866-333-1213  
fax 610-649-3038

[www.alexslemonade.org](http://www.alexslemonade.org)



# American Red Cross

**Southeastern Pennsylvania Chapter**  
23<sup>rd</sup> & Chestnut Streets  
Philadelphia, PA 19103  
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September 27, 2005

KYW-TV / WPSG-TV

Ms. Joanne Calabria  
Communications Director  
CBS 3/UPN 57 KYW-TV  
101 South Independence Mall East  
Philadelphia, PA 19106

Dear Ms. Calabria: *Joanne,*

Please extend our heartfelt thanks to all the employees and volunteers from CBS 3, UPN57, KYW Newsradio 1060, 98.1 WOGL, 94 WYSP, SportsRadio 610 WIP and The Big Talker 1210 AM WPHT who teamed up through "Operation Brotherly Love" to raise \$1,019,201 for American Red Cross relief efforts for Hurricane Katrina. This extraordinary outpouring of support will provide emergency drinking water, food, shelter, clothing and medicine to thousands of people who have lost everything to this massive storm.

As you know, Hurricane Katrina was one of the fiercest hurricanes in recorded history and has devastated 90,000 square miles of the Gulf Coast – an area twice as large as Pennsylvania – and affected nearly half of the entire United States. In its wake, countless lives have been ripped apart and hundreds of thousands are displaced. To bring help and hope to victims of this catastrophic storm, the American Red Cross has launched the largest mobilization of resources for a single natural disaster in its 125-year history. More than 131,000 Red Cross workers are supporting the relief efforts, and each day, hundreds more are sent to the Gulf Coast. The Red Cross is providing a safe haven to hundreds of thousands displaced by the hurricane and has distributed fresh water and served over 20 million hot meals and snacks to evacuees. The Southeastern Pennsylvania Chapter has sent more than 70 volunteers to support the relief efforts, and local volunteers are responding to thousands of requests for assistance received by the Southeastern Pennsylvania Chapter's national emergency call center.

Thanks to the outstanding generosity of friends like you, the Red Cross can deliver these vital emergency services and will continue to respond to the emerging needs of the victims. We are grateful that you have chosen to turn your compassion into action by generously supporting Red Cross relief that helps our fellow Americans take the first steps to a full recovery.

We are so appreciative of your exceptional efforts. If you would like to learn more or have any questions about the services that the American Red Cross provides, please do not hesitate to contact me directly at: 215-299-4011.

Sincerely,

*Tom*  
Tom Foley

Your contribution may be recognized in Red Cross publications. If you prefer that your contribution remains anonymous, please contact our Financial Development Office at 215-299-0488.



ace ina





NATIONAL  
MULTIPLE SCLEROSIS  
SOCIETY

## Greater Delaware Valley Chapter

Serving the following communities:  
In Pennsylvania: Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Monroe,  
Montgomery, Northampton, Philadelphia and Schuylkill counties.  
In New Jersey: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester  
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Judith G. Cohen

June 17, 2005

Joanne Calabria  
Communications Director  
101 South Independence Mall East  
Philadelphia, PA 19106

Dear Joanne:

On behalf of the Greater Delaware Valley Chapter of the National MS Society, we want to thank you for the station's support of the MS 150 City to Shore Bike Tour Kickoff. We appreciate the time and effort you put into making the event a success.

Yet again, Kathy Orr and the rest of your team did a phenomenal job covering the Kickoff. We received a wonderful response from the community as a result of the broadcast and it also helped us increase our number of registrants.

Thank you again for your contribution to this event and for your continued promotion of the 25<sup>th</sup> Anniversary of the MS 150 City to Shore Bike Tour.

Sincerely,

Judith G. Cohen  
Chapter President

John H. Scott  
Executive Vice President

Remember the National MS Society in your will.

Regional Office  
One Reed Street, Suite 200  
Philadelphia, PA 19147

Philadelphia Area 215-271-1500  
New Jersey Area 856-858-6900  
Lehigh Valley Area 610-395-7230  
Reading Area 610-376-1309

Toll Free 800-548-4611  
Fax 215-271-6122  
e-mail [pae@nmss.org](mailto:pae@nmss.org)  
[www.nationalmssociety.org/pae](http://www.nationalmssociety.org/pae)

Outreach Office:  
1251 S. Cedar Crest Blvd., #102-C  
Allentown, PA 18103

A copy of the official registration and financial information of the National Multiple Sclerosis Society, Greater Delaware Valley Chapter, may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania 800-732-0999. Registration does not imply endorsement.



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*Montgomery, Northampton, Philadelphia and Schuylkill counties.*  
*In New Jersey: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester*  
*and Salem counties.*

**Greater Delaware Valley Chapter**

KYW-TV

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**PRESIDENT**

Judith G. Cohen

May 11, 2005

Joanne Calabria  
 Communications Director  
 101 South Independence Mall East  
 Philadelphia, PA 19106

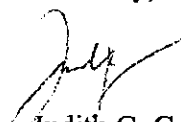
Dear Joanne:

On behalf of the Greater Delaware Valley Chapter of the National MS Society, we want to thank you for the station's support of the MS Walk. Your coverage of the event not only helped to spread awareness about the disease but also increased our number of registrants.

As always, Kathy Orr did a wonderful job promoting the event during the final week and broadcasting from the MS Walk that morning. Having her as our Honorary Co-Chair is delightful.

Thank you again for your contribution to this event. We look forward to working with you for the 25<sup>th</sup> Anniversary of the MS 150 City to Shore Bike Tour.

Sincerely,

  
 Judith G. Cohen  
 Chapter President

  
 John H. Scott  
 Executive Vice President

**Remember the National MS Society in your will.**

**Regional Office**  
 One Reed Street, Suite 200  
 Philadelphia, PA 19147

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Andrew J. Weber

**PRESIDENT**

John H. Scott

September 27, 2006

Michael A. Colleran  
General Manager, CBS 3/KYW  
101 South Independence Mall East  
Philadelphia, PA 19106

Dear Mr. Colleran:

On behalf of the Greater Delaware Valley Chapter of the National MS Society, I would like to extend my sincere thanks to and your team for your coverage of the 26<sup>th</sup> Annual MS 150 City to Shore Bike Tour.

As our largest event, City to Shore enables us to raise much needed funds and awareness for the fight against MS and provide essential services and programs to the more than 11,000 local people living with the disease. Thanks to your continued support, the Tour attracted more than 7,000 cyclists, 1,000 volunteers and raised an estimated \$4 million.

It was, as always, a pleasure to work with Kathy Orr. She continually goes out of her way to promote our events and her commitment to the National MS Society is greatly appreciated.

Once again, I thank you and the rest of the CBS 3 team for making the MS 150 City to Shore Bike Tour a success.

Sincerely,



John H. Scott  
Chapter President

cc: Joanne Calabria  
Shelley Hoffman  
Kathy Orr

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Toll Free 800-548-4611  
Fax 215-271-6122  
e-mail [paen@nmss.org](mailto:paen@nmss.org)  
[www.nationalmssociety.org/pae](http://www.nationalmssociety.org/pae)

Outreach Office:  
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Judith G. Cohen

May 16, 2006

Michael A. Colleran  
General Manager, CBS 3/KYW  
101 South Independence Mall East  
Philadelphia, PA 19106

Dear Mr. Colleran:

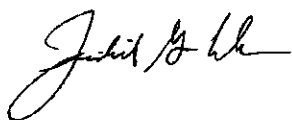
On behalf of the Greater Delaware Valley Chapter of the National MS Society, I would like to extend my sincere thanks to and your team for your coverage of the 2006 MS Walk.

As one of our largest and most inclusive events, the MS Walk enables us to raise much needed awareness of the disease as well as provide essential services to more than 11,000 local families living with MS. By publicizing the event, your station helped us attract more than 10,000 walkers and raise substantial funds for programs and research.

Often you hear about the media portraying information inaccurately; this is not the experience we have had with CBS. Your team has always done a tremendous job educating the public about MS and the National MS Society and this is especially true of Dick Standish. He provided coverage of the MS Walk in Philadelphia and it was obvious that he had an understanding of disease, who it affects, and why fundraising events like the MS Walk are important. Also, it was a pleasure working with Bob Kelly and Kathy Orr who always go out of their way to be at our events.

Once again, I thank you and the rest of the CBS 3 team for making the MS Walk a success.

Sincerely,



Judith G. Cohen  
Chapter President

cc: Joanne Calabria  
Shelley Hoffman  
Dick Standish  
Kathy Orr  
Bob Kelly  
Rachel Ferguson

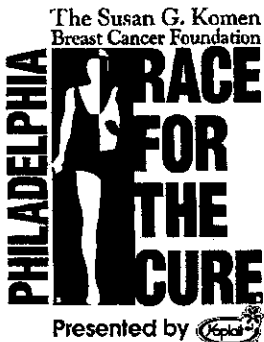
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KYW-TV

September 16, 2005

Ms. Joanne Calabria  
 Communications Director  
 CBS 3  
 101 S. Independence Mall East  
 Philadelphia, PA 19106

Mr. Michael Colleran  
 President and General Manager  
 CBS 3  
 101 S. Independence Mall East  
 Philadelphia, PA 19106

Dear Joanne and Michael,

A short time ago, someone asked me about the relationship the Susan G. Komen Breast Cancer Foundation Philadelphia Affiliate has with CBS 3. When she asked me, "What do they do?" it was an overwhelming concept to grasp, let alone articulate. All I could say was, "They do it all."

The result of that experience is the establishment of the Komen Philadelphia Affiliate "Omni Award," which we will proudly present to CBS 3 at the 10th Annual Celebrate Life! Survivors' Luncheon. While the Komen Philadelphia Affiliate already has numerous annual awards we present, we could not choose merely *one* for which your team is worthy... for indeed, you live out the virtues specifically embodied by *all* of them. That is why we created the "Omni Award" especially for CBS 3.

As the name Omni implies, when it comes to finding a cure for breast cancer, the CBS 3 team does it *all... at all times... in all places... in all ways... for all people* in the Delaware Valley. And you've been doing it from the first day the seeds of the Komen mission were planted in Philadelphia.

Listing all the ways CBS 3 has changed the face of breast cancer awareness, education, detection and treatment in the Delaware Valley is an impossible task—for your dedications are innumerable, and the care women feel from your love is only expressed thru communications of the *heart*. However, the message you communicate to every woman and man is loud and clear—a message of *hope*. For, in going far above and beyond to "do it all," you demonstrate to all individuals fighting for a cure that **everything** is within the realm of possibility.

Our "Omni Award" is recognizing more than your dedicated efforts in support of the Komen Foundation. Amazingly, what CBS 3 does for our mission, you also accomplish for every cause and interest that will advance the health, well being and improved quality of life in the Delaware Valley and beyond. It is this type of all-encompassing devotion that truly captures the spirit of the "Omni Award."

We look forward to presenting this award to you at the event, on April 23, 2006 at the Hyatt Regency Philadelphia at Penn's Landing. I will be in touch with additional details of the event; however, in the interim, please feel free to contact us at the Komen Philadelphia Affiliate office with any comments or questions.

Again, on behalf of everyone at the Komen Philadelphia Affiliate, as well as women and families in the Delaware Valley and around the world, thank you for literally "doing it all" to find a cure for breast cancer.

Warmest regards,

Elaine I. Grobman  
 Executive Director



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May 23, 2006

KYW-TV / WPSG-TV

Ms. Joanne Calabria  
Communications Director  
CBS 3

101 S. Independence Mall East  
Philadelphia, PA 19106

Dear Joanne:

Well, the 2006 Komen Philadelphia Race for the Cure® has come... but it has not gone, that's for sure. The cherished memories live on, the joys of the day continue to be recounted, and, most importantly its IMPACT in the Delaware Valley's fight against breast cancer will be felt for generations. We can not thank you enough for your contributions to help make all this possible.

Once again, I find myself at a complete loss as to how to even begin to thank you for all your hard work, endless hours and incredible devotion to making the 2006 Komen Philadelphia Race for the Cure® bigger and better than ever. The pre-event promotions were outstanding. The CBS 3 team's presentations were excellent. And the event coverage was truly amazing.

When I think back to all the reports aired over Race weekend, the words that keep coming to mind are "phenomenal," "incredibly moving," and "beyond all expectations". It was by far the most genuine outpouring of compassion and unity this community has ever experienced in its decades-long fight against breast cancer. And, I just know that if I felt this way, there are hundreds of thousands of others out there who feel it too.

In this, Joanne, you and the team at CBS 3 gave the Delaware Valley THE greatest gift in the fight against breast cancer—for it is this type of heart-to-heart, selfless sharing that underlies every step we take closer to a cure.

To the Komen Philadelphia Affiliate and the people of the Delaware Valley, your personal and professional investments are a source of daily encouragement. They are an inspirational presence in our lives, and an empowering reminder that, not only are we not alone, but we have the strength of a widely respected member—and leader—of the community by our side.

As they say, a little knowledge goes a long way... and we are sure that the knowledge of your devotion to saving lives will, one day soon, take us all the way to a cure.

With sincerest thanks,

Elaine I. Grobman  
Executive Director

Success is  
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KYW-TV / WPSG-TV

August 24, 2006

Ms. Joanne Calabria  
Communications Director  
CBS 3  
101 S Independence Mall E  
Philadelphia, PA 19106-2517

Dear Ms. Joanne Calabria,

It is with much pride and tremendous appreciation that I tell you that, thanks to your support, **36,500 people** came together and raised **\$3.3 million** at the 2006 Susan G. Komen Breast Cancer Foundation Philadelphia Race for the Cure®. It took us a little longer than usual to calculate official numbers, but I think you'll agree this was justified given the magnitude of these impressive results.

We cannot thank you enough for your generous contributions to this year's Race. I only hope that you were with us on Race day to witness the **5,000 breast cancer Survivors** in their victory parade—for this is by far the best reward anyone could ever offer you for your devotion to fighting breast cancer.

If you thought this year's Komen Philadelphia Race for the Cure® was a phenomenal display of togetherness, hope, community, and achievement—which it certainly was—just wait until 2007! And I say this with good reason, because...

...in 2007 the Komen Foundation will be celebrating our 25th anniversary!

The Komen Foundation has exciting plans underway to mark this milestone. Fulfillment of these plans won't just celebrate the anniversary, but will lead us all—the Philadelphia Affiliate, you, our sponsors, and the people of the Delaware Valley—into the next generation of providing a cure for breast cancer on a worldwide scale.

We look forward to sharing all the excitement with you in the upcoming months; and again, we start by reiterating the great news of the 2006 Komen Philadelphia Race for the Cure: 36,500 people, 5,000 Survivors, \$3.3 million. Thank you for your continued support.

Sincerely,

*Elaine I. Grobman*

Elaine I. Grobman  
Executive Director



# The Susan G. Komen Breast Cancer Foundation

Philadelphia Affiliate

KYW-TV / WPSG-TV

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## EXECUTIVE DIRECTOR

Elaine I. Grubman

February 23, 2005

To the CBS 3 Team:

In this, the 15th Anniversary year of the Susan G. Komen Breast Cancer Foundation Philadelphia Race for the Cure®, I've been called upon to talk about and document our milestones along the way. And invariably, each one had a footnote: "*We couldn't have done it without CBS 3.*"

In those 15 years, I've learned that there doesn't always need to be a special occasion to celebrate life, that there doesn't always need to be an emergency for communities to pull together and help each other, and that there doesn't always need to be a specific contribution in order to say thank you. CBS 3 has taught these lessons to everyone in the Delaware Valley by standing by the Komen Philadelphia Affiliate in every and any supportive capacity. And now, I'm happy to demonstrate one of the lessons you've taught me, by simply saying **thank you for all you've done—we couldn't have done it without you.**

From successful fundraisers to community-wide celebrations to life-saving outreach programs, the team at CBS 3 truly has made each initiative of the Komen Philadelphia Affiliate not only worthwhile, but far beyond anything we ever expected. I know from an intellectual perspective, as well as the instincts of my heart, that there are thousands of breast cancer Survivors alive today who would not be here had it not been for the caring, generosity and devotion of CBS 3.

In all my years working in the fight against breast cancer, CBS 3 is the only team I've ever found who supports us in every aspect of our organization—no questions asked except "how can we do MORE?" You've helped us secure sponsors. You've been our voice in the community over the airwaves, on the internet, in the press. You've donated dollars and resources beyond quantification. You've invested time, and talent, and creativity, and in doing so helped us establish events that have been used as models for Komen Affiliate nationwide... and made us the top fundraiser of all 113 Komen Affiliates.

---

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CBS 3 has been represented at every event, and made them spectacular. You've earned us the distinction of the Komen National Media Award. You've brought women from all over the community to our outreach events so that we could give them the knowledge and resources to save their lives. And, once you got them to our doors, you welcomed them in, provided them with a memorable celebration and embraced them in a sisterhood of Survivors.

I could go on forever, but as I said, my main intent in this letter is to simply let you know how much we value and appreciate the incredible friendship we have in the CBS 3 team. I thank you. The Komen Philadelphia Affiliate thanks you. The Komen National Foundation thanks you. And, most importantly, the 3,500 breast cancer Survivors in the Delaware Valley thank you... as do the tens of thousands of women whose lives you are helping us to save every day.

Warmest regards and deepest thanks,

A handwritten signature in cursive script, reading "Elaine I. Grobman".

Elaine I. Grobman  
Executive Director

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**EXECUTIVE DIRECTOR**

Elaine I. Grobman

October 22, 2007

Mr. Michael Colleran  
President and General Manager  
CBS Television Stations  
1555 Hamilton Street  
Philadelphia, PA 19103

*James C.  
File!*

Dear Michael,

In the six-year history of the Komen Philadelphia Pink Tie Ball, we have never had one as highly attended and enthusiastically received by our sponsors, volunteers and guests as we did this year. Thank you, Michael, for the large role you personally played in making this possible.

It's one thing for someone to do a job exceptionally well. It's another for him to fully embrace the visions of someone else and make them a reality. Over and over, you not only come through for us by doing exceptional work, but you have exceeded our expectations by becoming one with us in the Komen promise to end breast cancer forever. Indeed, Saturday night, and this entire month, has proven this once again.

We certainly can attribute much of the positive reactions on Saturday night to the awareness messages organized to run on CBS all month. In addition, having the CBS women and the prestige of your table is always an ingredient to success. Right now, it looks like all these combined factors may put us over the half-million dollar mark for funds raised.

No matter what we need or ask of you, CBS is always there with an instant response—a dependable solution that allows us to carry on with complete confidence that the important messages will get out. I know this isn't simply the result of a little hard work, but instead the culmination of ongoing planning and preparation by you and your team.

We cannot thank you enough for your dedication and your excellence. And, by me, I mean, myself, the Komen Philadelphia Affiliate and volunteers, and all the women whose lives you are helping to improve—and save. Your ongoing devotion is certainly an inspiration and source of hope for everyone united in the breast cancer movement.

With greatest appreciation,



Elaine I. Grobman  
Executive Director





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Philadelphia Affiliate

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## EXECUTIVE DIRECTOR

Elaine I. Grobman

October 27, 2006

Mr. Michael Collieran  
President and General Manager  
CBS 3  
101 S. Independence Mall East  
Philadelphia, PA 19106

Dear Michael,

I'm often asked what it is that makes the Komen Philadelphia Pink Tie Ball® so special. Until this year, I never knew quite how to answer that question. However, experiencing the impact your generous contributions made this past October 21 inspired me with the response for which I have been searching: *The event is special because of special people who are dedicated to making it so.*

Michael, you and the entire CBS 3 team are certainly among those special people to whom we owe the overwhelming success of the 2006 Pink Tie Ball®. Thank you.

Every time I think of the Pink Tie Ball®, the devoted people of CBS 3 and CW Philly 57 come to mind. Your team added a special radiance of hope, celebration and friendship that embraced everyone in the Rotunda that evening. As always, Pat, Alycia and Stephanie did a marvelous job as mistresses of ceremony.

There is so much you have done to contribute to the success of the event that it is difficult to properly thank you. From all the hard work put into promotion of the Ball, to the invaluable talent that made the program exceptional... we simply could not have done it without you. Thanks to you, we've generated thousands of additional dollars that will help bring life-saving education, screening and treatment to those most in need.

On behalf of the Komen Philadelphia Affiliate, our Survivor family, and all the women and their families in the Delaware Valley, thank you, from the depths of our hearts. Thank you for making the Pink Tie Ball® such a special and meaningful celebration. Thank you for being such a special and empowering defender of every life against the devastation of breast cancer. Thank you for being such a special and irreplaceable friend.

Sincerely,

Elaine I. Grobman  
Executive Director

---

The Philadelphia Affiliate of the Susan G. Komen Breast Cancer Foundation

The Sheridan Building, 125 South 9th St., Suite 202 • Philadelphia, PA • 215-238-8900 • [www.phillyraceforthecure.org](http://www.phillyraceforthecure.org)



# The Susan G. Komen Breast Cancer Foundation

Philadelphia Affiliate

KYW-TV

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## EXECUTIVE DIRECTOR

Elaine I. Grobman

November 8, 2005

Ms. Joanne Calabria  
Communications Director  
CBS 3  
101 S. Independence Mall East  
Philadelphia, PA 19106

Dear Joanne,

On behalf of The Philadelphia Affiliate of the Susan G. Komen Breast Cancer Foundation and thousands of women in the Delaware Valley, thank you for making this year's Lights for the Cure<sup>TM</sup> event the most spectacular ever. In turning the city pink to honor National Breast Cancer Awareness Month, you and CBS 3 not only lit up the skyline, but you lit up all of our hearts in the brilliant colors of hope, inspiration, brotherhood and sisterhood.

As you know, the city of Philadelphia has distinguished itself among more than 100 Komen Affiliates as being the most innovative, devoted and effective (last year we were recognized as being the biggest fund-raising Affiliate). And we have you, Joanne and the team at CBS 3 to thank for it. We thank you for your care and sincerity on a personal level. We thank your team for its admirable spirit of togetherness and hard work in helping to advance the Komen mission for breast cancer awareness, education, treatment and cure. And we thank CBS 3 for its leadership, for you have certainly inspired many others to follow your example and join the fight.

I can't tell you how many dozens and dozens of Delaware Valley citizens described the October skyline as "truly magical." Certainly the brilliant pink did carry an aura of "fantasy." However at the Komen Philadelphia Affiliate, we know the reality behind the fantasy... and that reality is YOU and your devotion to finding a cure for breast cancer. We simply cannot place a value on the hard work you put into this event, nor can mere words ever express the depth of our appreciation. We look forward to continuing the fight side-by-side with you until one day soon we experience our biggest dream come true—living a life free of breast cancer.

With our sincerest thanks,

Elaine I. Grobman  
Executive Director

---

The Philadelphia Affiliate of the Susan G. Komen Breast Cancer Foundation

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**EXECUTIVE DIRECTOR**

Elaine I. Grobman

May 2, 2008

Joanne Calabria  
Vice President of Public Affairs  
CBS 3  
1555 Hamilton Street  
Philadelphia, PA 19130

Dear Joanne,

Thank you, again, for investing so much of your time, creative ingenuity and professional skills in making the first Call for the Cure a truly wonderful experience. I've no doubt that we reached many first-time supporters who will become loyal friends of the Komen Philadelphia Affiliate.

Just seeing you all in action coordinating live broadcasts was exhausting. Certainly, I always sensed it wasn't easy—but until I was there in the middle of it all, I had no idea of the down-to-the-second pressure you are under. To say I was impressed is a vast understatement. It's no wonder we started to receive positive feedback Thursday night, mere hours after the phone bank ended.

Beyond the money and awareness raised for the Race, what really brings everything into perspective are the numerous calls we received from people looking for help. They couldn't give money, but it seems, through the telethon they finally found the empowerment to reach out for help—maybe they didn't know there was help available, maybe they just needed a little extra encouragement. Regardless, we connected with the people. It was a truly beautiful thing.

As always, the generosity and sincere advocacy of the CBS 3 family never fail to amaze me and stir my emotions. You are true "people of the Komen promise" without whom we could never achieve all we have in the journey to ending breast cancer.

With sincerest thanks,

Elaine I. Grobman  
Executive Director

KYW-TV

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**EXECUTIVE DIRECTOR**

Elaine I. Grobman

May 13, 2008

Joanne Calabria  
Vice President, Public Affairs  
CBS 3, The CW Philly 57  
1555 Hamilton Street  
Philadelphia, PA 19130

Dear Joanne,

As I'm sure you noticed, throughout this year's Race for the Cure season in Philadelphia we urged everyone to "Race. Embrace. Empower." And that you did, Joanne—with a passion that clearly knows no boundaries. You symbolically raced with the community for the cure, embraced the entire Delaware Valley breast cancer movement, and in doing so empowered the Komen promise to end breast cancer forever.

For this, I thank you from the bottom of my heart.

I think—and hope—by now you know what your partnership, friendship and guidance mean to me, as well as the Komen Philadelphia Affiliate family. No value can be placed on what you and the CBS 3 team bring to the table, no words can express how much we all appreciate you. To thank you for making the 2008 Komen Philadelphia Race for the Cure a great success falls short, for truly, you have been instrumental in making the Race what it is today.

So many people when they hear of a friend diagnosed with breast cancer say, "I wish there was something I could do." You, Joanne never once wished, but instead take action every day. In the days and years ahead, we will hear reports that the world is winning the fight against breast cancer. When that happens, certainly you will be able to stand up proudly and say, "Yes we are—and I am a part of it."

With thanks and confidence in the cure,



Elaine I. Grobman  
Executive Director

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# **POLICE ATHLETIC LEAGUE OF PHILADELPHIA** *"COPS HELPING KIDS"*

April 17, 2008

Ms. Shelley Hoffman  
 CBS3/CW Philly 57  
 1555 Hamilton Street  
 Philadelphia, PA 19130

Dear Ms. Hoffman:

Thank you for your generous support of the PAL Award Dinner honoring Christine Baron, Verizon Wireless; Stephen Madva, Esq., Montgomery, McCracken, Walker and Rhoads; and David Montgomery, The Phillies. The Dinner will be held on Monday, May 12, 2008 at the Sheraton Philadelphia City Center. The Award Dinner is PAL's most critical fundraiser of the year and we thank you for being a part of this huge effort!

In accordance with the Omnibus Budget Reconciliation Act of 1993, this letter will serve as receipt for your total contribution of \$4,000.00. Your contribution is broken down as follows:

<u>Amount</u>	<u>Category</u>
\$2,000.00	Dinner Tickets
\$2,000.00	Program Book

Goods and/or services provided are equal to \$65.50 per ticket (representing the cost of the meal served on May 12, 2008). Your support above \$65.50/ticket is considered a charitable contribution. If you have purchased a table the cost of goods and/or services provided is \$655.00 (\$65.50 per ticket X ten tickets.) No goods and/or services are rendered for any contribution received for Dinner Scholarship, Dinner Contribution and Program Book Advertisements. Tickets to the Dinner will be mailed two weeks prior to the event.

If you have any questions concerning the PAL Award Dinner, they can be directed to Eric Cushing at 215-291-9000 Ext. 109 or email [eric.cushing@phillypal.com](mailto:eric.cushing@phillypal.com). The event will be a tremendous success thanks to your generous participation.

Sincerely,

*Lt. Susan Slawson*  
 Lt. Susan Slawson  
 Commanding Officer

SS/ltw

**COMMANDING OFFICER**  
 LT. SUSAN SLAWSON

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OFFICE OF THE MAYOR

CITY OF CHICAGO

RICHARD M. DALEY  
MAYOR

August 18, 2006

Dear Mr. Ahern:

As Mayor and on behalf of the City of Chicago, I thank you for helping to make *Tall Ships Chicago 2006* an enjoyable and memorable event.

An exciting display of seventeen majestic vessels, *Tall Ships Chicago 2006* celebrated Chicago's rich history and legacy as a great port city. Through your participation, an estimated 1.75 million people were able to view and board these maritime treasures and learn about their historical significance.

You have my best wishes for much success in your endeavors.

Sincerely,

A handwritten signature in black ink, reading "Richard M. Daley". The signature is stylized with a large "R" and "D".

Mayor

Mr. Joseph Ahern  
President and General Manager  
WBBM-TV  
630 North McClurg Court  
Chicago, Illinois 60611

**City Colleges of Chicago**

226 West Jackson Boulevard  
Chicago, Illinois 60606-6998  
312/553-2510

Wayne Watson, Ph.D.  
Chancellor

May 14, 2008

Mr. Joseph J. Ahern  
President & General Manager  
CBS  
630 N. McClurg Court  
Chicago, IL 60611

Dear Joe:

Congratulations! The "Speaking Truth: A Town Hall Meeting on Violence" was a success. I recommend that the series continue and build upon each session.

City Colleges of Chicago has facilities strategically located throughout the city in the Pilsen, Westside, Humboldt Park, and Roseland communities.

Whether you decide you want to move forward with a series of town hall meetings or not it might be beneficial to have a post de-briefing meeting. Please join me for lunch at our restaurant, The Parrot Cage, at your convenience.

Once again congratulations...stay in touch.

Sincerely,

Wayne D. Watson

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City of Chicago  
Richard M. Daley  
*Mayer*

CHICAGO  
PARK  
DISTRICT  
come out  
and play

August 11, 2006

Mr. Joseph Ahern  
President and General Manager  
CBS 2 Chicago  
630 North McClurg Court  
Chicago, IL 60611

Dear Mr. Ahern:

We hope this letter finds you well. Although *Garden in a City* may seem like a fading memory, we wanted to extend our gratitude for your support in the inaugural show.

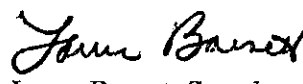
The City of Chicago and the Chicago Park District have always valued their partnerships with the corporate community. From the beginning, we knew that *Garden in a City* would not be possible without the generosity from companies like yours.

It was truly a pleasure to work with you and your team. Thank you for your patience and dedication as we worked through the first year operations. We believe that we produced a show that deserves time to grow into a major Midwestern event. The City of Chicago and the Chicago Park District are committed to continuing *Garden in a City* and making it better each year.

We look forward to working with you again and continuing our relationship.

Sincerely,

  
Timothy J. Mitchell  
Chicago Park District  
General Superintendent & CEO

  
Laura Barnett Sawchyn  
Parkways Foundation  
President of Board

